

*The World's
Most Luxurious Cigarette.*



*Created for the House of Cartier.
Perfect pearl-tipped Cartier Vendome cigarettes.
In unique packs of 20 and 20.
For more information, 1-800-CARTIER.*

4 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**

PHILIP MORRIS INC. - CARTIER
JOB NO.: PM-CAR-PD-7123
AD NO.: 131C
TITLE: "Most Luxurious"
SIZE: 2 col. x 6 3/4 = 4 1/2 X 6 3/4
PUBLICATIONS: LA TIMES
YEAR: 1990
THIS ADVERTISEMENT PREPARED BY
Backer Spielvogel Bates Inc.

WARNING EXHIBIT SIZE: 2 C
WARNING STATEMENT:
TAR & NICOTINE SIZE: 3 PT
COVER DATE: DECEMBER 1990
QUARTER OF COVER DATE: 4TH QTR.

IMPORTANT NOTICE

This advertisement complies with the legal requirements for a Surgeon General's warning and "tar" and nicotine disclosure in cigarette advertising. The warning on the proof and reproduction material you receive is for insertion in publications with a cover date between the period

of October 1 through December 31, 1990.

Check proofs and reproduction material you receive to be certain they match each other. Under no circumstances are you to run substitute materials, alter or omit any copy without prior written approval from **Backer Spielvogel Bates, Inc.**

THIS REPRODUCTION MATERIAL IS NOT TO BE USED FOR ANY DATE OTHER THAN THAT SHOWN ON THE INSERTION ORDER.

This advertisement with the Surgeon General's warning shown on this material cannot legally appear in publications with a cover date after 12/31, 1990. You must destroy this material to avoid its improper use after that date.

2061190188